

## IN THE CLAIMS

1. (Currently amended) A computerized method for updating user profiles comprising:

identifying sets of user profiles of a plurality of user profiles in a multi-user broadcasting system, each user profile operable to allow a user to customize a viewing experience via the broadcasting system, each set of user profiles identified according to at least one common interest among the sets of user profiles; and

notifying each a-user of the sets of user profiles when any user applies upon applying an update to the common interest of a set of user profiles of the sets of user profiles.

2. (Previously presented) The method as set forth in claim 1, wherein identifying comprises linking each of the sets of user profiles having the at least one common interest.

3. (Previously presented) The method as set forth in claim 1, wherein the common interest is selected from the group consisting of a type of program, a genre, and a content of program.

4. (Currently amended) The method as set forth in claim 1, wherein notifying comprises sending a message informing each the user of the update.

5. (Currently amended) The method as set forth in claim 1, further comprising receiving an indication from ~~the~~ any user to apply the update to the user profile of at least one of the users.

6. (Currently amended) The method as set forth in claim 1, wherein notifying comprises automatically updating the user profile of at least one of the users with the update.

7. (Currently amended) A computer readable medium comprising instructions which when executed in a processing system performs a method for updating user profiles comprising:

identifying sets of user profiles of a plurality of user profiles in a multi-user broadcasting system, each user profile operable to allow a user to customize a viewing experience via the broadcasting system, each set of user profiles identified according to at least one common interest among the sets of user profiles; and

notifying each ~~a~~-user of the sets of user profiles when any user applies upon ~~applying~~-an update to the common interest a set of user profiles of the sets of user profiles.

8. (Previously presented) The computer readable medium as set forth in claim 7, wherein identifying comprises linking each of the sets of user profiles having the at least one common interest.

9. (Currently amended) The computer readable medium as set forth in claim 7, wherein notifying comprises sending a message informing each ~~the~~-user of the update.

10. (Currently amended) The computer readable medium as set forth in claim 7, further comprising receiving an indication from ~~the~~ any user to apply the update to the user profile of at least one of the users.

11. (Currently amended) The computer readable medium as set forth in claim 7, wherein notifying comprises automatically updating the user profile of at least one of the users with the update.

12. (Currently amended) An apparatus comprising:  
a plurality of user profiles, the user profiles identifying at least one interest of a corresponding user;

an interest evaluation engine, the interest evaluation engine to identify sets of user profiles of the plurality of user profiles in a multi-user broadcasting system, each user

profile operable to allow a user to customize a viewing experience via the broadcasting system, each set of user profiles identified according to at least one common interest among the sets of user profiles and to notify each ~~a~~-user of the sets of user profiles when any user applies ~~upon applying~~ an update to the common interest a ~~set of~~ user profiles of the sets of user profiles.

13. (Original) The apparatus as set forth in claim 12, further comprising links establishing the sets of user profiles, the links identified according to the corresponding common interest.

14. (Currently amended) The apparatus as set forth in claim 12, wherein the interest evaluation engine notifies by sending a message informing each ~~the~~-user of the update.

15. (Currently amended) The apparatus as set forth in claim ~~14~~ 12, further comprises an input device enabling at least one of the users to select whether the update is to occur.

16. (Currently amended) The apparatus as set forth in claim 12, wherein the interest evaluation engine notifies by automatically updating the user profile of at least one of the users with the update.

17. (Currently amended) A system comprising:  
a processor coupled to a memory through a bus; and  
a linking process executed from the memory by the processor to cause the processor to

identify sets of user profiles of a plurality of user profiles in a multi-user broadcasting system, each user profile operable to allow a user to customize a viewing experience via the broadcasting system, each set of user profiles identified according to at least one common interest among the sets of user profiles; and

notify each ~~a~~-user of the set of user profiles when any user applies upon  
~~applying~~ an update to the common interest of a ~~set of~~ user profiles of the sets of user  
profiles.

18. (Previously presented) The system as set forth in claim 17, wherein identifying comprises linking each of the sets of user profiles having the at least one common interest.

19. (Previously presented) The system as set forth in claim 17, wherein the common interest is selected from the group consisting of a type of program, a genre, and a content of program.

20. (Currently amended) The system as set forth in claim 17, wherein notifying comprises sending a message informing each ~~the~~-user of the update.

21. (Currently amended) The system of claim 17, wherein the linking process further causes the processor to receive an indication from ~~the~~-any user to apply the update to the user profile of at least one of the users.

22. (Currently amended) The system as set forth in claim 17, wherein notifying comprises automatically updating the user profile of at least one of the users with the update.

23. (Currently amended) An apparatus comprising:  
means for identifying sets of user profiles of a plurality of user profiles in a multi-user broadcasting system, each user profile operable to allow a user to customize a viewing experience via the broadcasting system, each set of user profiles identified according to at least one common interest among the sets of user profiles; and  
means for notifying each ~~a~~-user of the sets of user profiles when any user applies  
~~upon applying~~ an update to the common interest of a ~~set of~~ user profiles of the sets of user  
profiles.

24. (Previously presented) The apparatus as set forth in claim 23, wherein identifying comprises linking each of the sets of user profiles having the at least one common interest.

25. (Currently amended) The apparatus as set forth in claim 23, wherein the means for notifying comprises sending a message informing each ~~the~~-user of the update.

26. (Currently amended) The apparatus as set forth in claim 23, further comprising  
means for receiving an indication from ~~the~~ any user to apply the update to the user profile of at least one of the users.

27. (Currently amended) The apparatus as set forth in claim 23, wherein the means for notifying comprises automatically updating the user profile of at least one of the users with the update.